1998 Marlboro Van Incentives

(As of 6/12/98)

Carolina	•		Total	irton	2-Ca	erton	1-Ca	ack	5-F	ack	3-P	ack	2-F	
Wave 2 Carolina 6,586 11,145 6,074 9,357 3,848 9,138 10,509 12,958 1,239 5,294 78,148 25.7%	FITTOTAL	Description	2	maglite	knife	duffle	t-shirt	cooler	wallet	сар	ashtray			
• Central • Central • Central • Central • A,918 • 9,247 • Mid Atlantic • Southern • Southern • Southern • Western • H,413 • 11,716 • 2,886 • 4,722 • 1,938 • 5,315 • 5,515 • 6,086 • 587 • 2,403 • 8,4025 • 2,83 • Western • M,413 • 11,716 • 2,886 • 4,722 • 1,938 • 5,531 • 5,650 • 7,598 • 802 • 3,823 • 49,079 • 7,547 • Clicago • Total • Chicago • Total • Total • Chicago • Total • Total • Chicago • Total • Tota	- se flored	44%	251,565											
• Central • Central • Central • Central • A,918 • 9,247 • Mid Atlantic • Southern • Southern • Southern • Western • H,413 • 11,716 • 2,886 • 4,722 • 1,938 • 5,315 • 5,515 • 6,086 • 587 • 2,403 • 8,4025 • 2,83 • Western • M,413 • 11,716 • 2,886 • 4,722 • 1,938 • 5,531 • 5,650 • 7,598 • 802 • 3,823 • 49,079 • 7,547 • Clicago • Total • Chicago • Total • Total • Chicago • Total • Total • Chicago • Total • Tota	gangar. mag	ومودان همهوجهم	P		, <u> </u>		,				1		1	Wave 2
• Mid Atlantic 3,436 6,285 3,195 4,286 1,737 4,588 5,915 6,086 587 2,403 38,518 /3.0% • Southern 8,388 13,413 6,968 11,253 3,583 11,858 10,134 12,499 896 5,033 84,025 28.3% • Western 4,413 11,716 2,886 4,722 1,938 5,531 5,650 7,598 802 3,823 49,079 /6.5% Total 27,741 51,806 23,120 36,038 12,976 37,590 37,553 46,653 4,148 19,050 296,678 50	-	G - 7 -	76,148	5,294	1,239	12,958	10,509	9,138	3,848	9,357	6,074	11,145	6,586	Carolina
**Southern			48,905	2,497	624	7,512	5,345	6,475	1,870	6,420	3,997	9,247	4,918	• Central
** Western	ś	13.0%	38,518	2,403	587	6,086	5,915	4,588	1,737	4,286	3,195	6,285	3,436	Mid Atlantic
• Chicago	វ	28.3%	84,025	5,033	896	12,499	10,134	11,858	3,583	11,253	6,968	13,413	8,388	• Southern
• Chicago	6 And	16.5%	49,079	3,823	802	7,598	5,650	5,531	1,938	4,722	2,886	11,716	4,413	• Western
• Chicago	War Corre	52%	296,675									51,806	27,741	Total
• Chicago	OVO	()		7.88)	23,198((38.436)	84,206	(17.0%)	50,566	(20.0%)	59,158	7 (26.8%)	79,54	Wave_3
N J / Philly 2,226 2,903 1,449 1,024 762 2,062 2,198 3,228 286 1,015 17,153 75.4 % Total 2,764 3,789 2,082 1,658 964 2,706 2,980 4,118 354 1,331 22,746 4.0% (0,553 (25.8 %) 3,740 (%.4 %) 3,670 (/6.0 %) 7,098 (31.2 %) /685 (7.4 %) **198 Cum. Total 54,999 105,645 44,233 65,434 25,459 66,696 76,204 86,351 8,695 37,270 /60,644 (25.1 %) /09,667 (9-2 %) /09,657 (16-1 %) /62,555 (28.5 %) 45,965 (8-1 %) **Percent of Category ANALYSIS Category** ANALYSIS ANALYSIS ANALYSIS ANALYSIS ANALYSIS		5.0	1	12	6	81	73	63	17	122	109	138	64	Alaska
Total 2,764 3,789 2,082 1,658 964 2,706 2,980 4,118 354 1,331 22,746 4.0% (0,553 (28.8%) 3,740 (%.4%) 3,670 (/6.0%) 7,098 (31.2%) /685 (7.4%) 198 Cum. Total 54,999 105,645 44,233 65,434 25,459 66,696 76,204 86,351 8,695 37,270 /60 6044 (28.1%) /0 9,667 (9-2%) 92,/5 (76.1%) /62,55 (28.5%) 45,965 (8.1%) Percent of 34% 66% 40% 60% 28% 72% 47% 53% 19% 81% Category	,	21.6%	4,908	304	62	809	709	581	185	512	524	748	474	• Chicago
'98 Cum. Total 54,999 105,645 44,233 65,434 25,459 66,696 76,204 86,351 8,695 37,270 670,986 (6,696) 76,204 86,351 8,695 37,270 670,986 (6,696) 76,204 86,351 8,695 37,270 670,986 (6,696) 76,204 86,351 8,695 37,270 (6,696) 76,204 86,351 8,695 8,6	;		17,153	1,015	286	3,228	2,198	2,062	762	1,024	1,449	2,903	2,226	• N J / Philly
'98 Cum. Total 54,999 105,645 44,233 65,434 25,459 66,696 76,204 86,351 8,695 37,270 60,644 (25.1%) /0 9 667 (19.2%) 92 /55 (16.1%) /62 /55 (25.5%) 45 96 (8.1%) 45 96 (8.1%) ANALYSIS Percent of Category 34% 66% 40% 60% 28% 72% 47% 53% 19% 81%		4.0%	22,746							1,658				Total
160,644 (25.1%) 109,667 (19.2%) 92,755 (16.1%) 162,555 (28.5%) 45,965 (8.1%) ANALYSIS Category				(7. <i>4%</i>)	1,685	31.2%)	7,098 ((16.0%)	3,670	(144%)	3,740	(28.8%)	6,553	
Percent of 34% 66% 40% 60% 28% 72% 47% 53% 19% 81% Category			570,986		8,695 45,665									'98 Cum. Total
	·							YSIS	ANAL	,	′			
Percent of Total 10% 19% 8% 11% 4% 12% 13% 15% 2% 7%						:			}	•			ĺ	Category
				7%	2%	15%	13%	12%	4%	11%	8%	19%	10%	Percent of Total
Category as Percent of Total 19% 16% 28% 8%					8%	:	28%		16%		19%		28%	

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